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**Enclosed: Response to Office Action**

Application Number: 10/084,572

Examiner: Jones III, Clyde H

Group Art Unit: 2623

Class/Subclass: 725/136

Title of Invention:

Methods, systems and program products for tracking information distribution

First named Inventor: David Kaminsky, Chapel Hill, NC (US)

To: Mr. Clyde H Jones III

We are writing in response to the office action on application number 10/084,572, art unit 2623, entitled “Methods, Systems and Program Products for Tracking Information Distribution”, with inventors David Louis Kaminsky and David Mark Ogle.

In response to the material provided, we hereby request that claims 1-46 be cancelled, and request that the claims 47 to 69 be added, as described below. In the following paragraphs, we clarify the points of novelty.

As one key point of novelty, we noted that, as disclosed in paragraphs [0053] through [0055] of our application, our invention describes a method of inserting a tracking identifier into a media stream where the tracking identifier is a URL that identifies both the tracking server and the content. For example, the tracking identifier might take the form <http://www.XYZ.com/1234>, where the tracking server is identified by [www.XYZ.com](http://www.XYZ.com) and the content is identified by “1234”. (Other forms of URLs are possible.) Our new claims clarify that point.

In the office action to which we respond, claim 2 was rejected in light of Houston (US Patent Number 6,353,929) as “Houston teaches the tracking identifier comprises a URL...” In our new claims, we clarify that, in our application, the tracking identifier comprises a URL, where the URL comprises an indication of the tracking server’s location together with an information identifier. In contrast, Houston teaches that the URL is used to identify not the tracking server, but the source of the content (col 11, lines 23-25; col 17, line 7-9; col 23, lines 23-28). A tracking server will belong to a party that

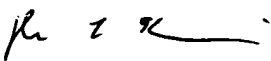
is measuring viewing patterns, while the source of the content will be a content producer, such as television networks ABC or CNN, or other content producer. That distinction is clear.

We further note that the second cited piece of art, US 2002/0087969, Brunheroto, et al., also discloses a URL (abstract, paragraph [0027], and paragraphs [0044]-[0062]).

However, in Brunheroto, the tracking identifier includes not a content identifier as defined in our application (e.g., in paragraph [0055]), but a “tracking script” (Brunheroto’s paragraph [0044]), which is further defined in Brunheroto as a “server side program” (paragraph [0050]). One possessing ordinary skill will clearly recognize the difference between an identifier (data) and a script (program). In this context, the content identifier of our application has the beneficial property of not requiring server-side processing to execute a script as described in Brunheroto. Such processing can increase processing cost.

With that context, we respectfully request the claims be amended as described in the attached pages.

Respectfully,



David L. Kaminsky  
102 Middlebrook Court  
Chapel Hill, NC 27514  
(919) 408-3380  
[dlkaminsky@yahoo.com](mailto:dlkaminsky@yahoo.com)